

Some of you may have already heard how excited I am about this lead generating idea I've been running with lately. Well, I just can't keep it to myself! It's working so well I want to share it with all of you! You can grow your business and do something positive in the community at the same time!

I call it a "Health and Wellness Event." Below are the details of how it works. I did this once in October and it yielded 66 new contacts! From those, I have held 15 selling appointments in November and December so far, sold well over \$2500 and found 2 new personal team members! I think one of the best things about it is that you are meeting all of your new contacts, at least for a few minutes. That way when you call later they are familiar with you - it's not a "cold" call.

1. Make a list of women's fitness places in your area. Don't be afraid to expand your limits to surrounding areas as well. Decide how far you're willing to drive for a customer appointment... 30 minutes? 45? An hour? You can do lead generating events that far away as well!

Call each of them using the following script. Remember to be excited and upbeat, and always remember to SMILE J!!! They can pick that up thru the phone!

1 "Hi may I speak to a manager? Hi, my name is _____. I am working in conjunction with Mary Kay Cosmetics to raise awareness in the community for cancers that affect women. Specifically Breast Cancer. I am working with several fitness and wellness groups in the area to promote awareness by coming in and just offering some free pamphlets and information for women to pick up as they come and go. And I'm also letting them enter into a drawing for some free Mary Kay products, just to add a little excitement and draw their attention to the information. So I'm calling to see if you would allow me to come in and do this for you?"

3. If no, thank them and call the next place on your list!

4. If yes, book a date as soon as possible. Ask what day is typically their busiest. Also ask what their peak hours throughout the day are. Places like this don't have calendars of events that you would be competing against, so it's easy to get in immediately.

5. Plan to be there, live and in person, during as much of their peak time as possible. If you can stay all day, do it! If you work during the week ask if you can be there both Saturday and Sunday for the best results. I've also found that peak hours are often early in the morning 6:30-8:30am and after work 5pm-8pm.

6. While you're there encourage the women to enter and take some free information. As they come I usually say, "Hi, have you entered our drawing yet?" They'll usually say, "What is it for?" And I say, "Well, we're promoting Breast Cancer Awareness, so I've got some free information that you can take with you, and we're doing a drawing for a \$50 body pampering set and several other prizes!"

In the days following the event call everyone who entered with the attached script. Select one winner of your \$50 gift basket and change the script accordingly for her. Everyone else wins a Complimentary Facial complete with a \$25 MK Shopping Spree. They only get the shopping spree AT their appointment. If they already have a consultant ask if they mind if you give it to someone else who's never tried MK before.

Here is what you'll need:

- o Folding Table – or ask if they have a table in their entry area that you can use.
- o Pink Table Cloth (plastic kind from party store works great)
- o Drawing Bowl/Box
- o Entry Slips (attached)
- o Pens
- o Lotus & Bamboo Gift basket made up to display (if you have the products on hand)

Sign Display

For this I use a white Science Project tri-fold presentation board from an office supply store and cut it down so it was only about 18" tall.

- § The center section says in smaller font, "Mary Kay Cosmetics supports..." bigger font "Breast Cancer Awareness".
- § The left side says, "Please take some free information before you go... It could save your life."
- § The right side has the attached Lotus & Bamboo drawing flyer..

Guys, this works!!! I'm just now running out of names so I jumped on the phone today and booked 2 more gyms for tomorrow and Monday! You can do it too! And you will LOVE the results!

TIP: Select fitness centers in "nice" areas. They don't have to be over the top richie-rich, just nice. That way you know that the women you meet are not only interested in health and fitness (they're going to the gym)... they also have some level of expendable income to spend with you!